

## ORDER



**Orders**  
**Order / Rev:** 170036  
**Alt Order #:**  
**Product Desc:** 1337  
**Estimate:** est #1337  
**Flight Dates:** 11/01/12 - 11/05/12  
**Original Date / Rev:** 10/31/12 / 11/01/12  
**Order Type:** GENERAL

KOB

**Primary AE:** Melissa Palombo  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** Crossroads Media  
**Buying Contact:** Noelle Joswick  
**Billing Contact:**  
 66 Canal Center Plz Ste 555  
 Alexandria, VA 22314-1576

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS NM  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** 99  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 06/26/12  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	51	\$42,900.00	\$36,465.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	51	\$42,900.00	\$36,465.00	0.00
<b>Totals</b>	<b>51</b>	<b>\$42,900.00</b>	<b>\$36,465.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	11/01/12	11/02/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	---TF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--		2			\$1,400.00		0.00				
N 2	All	11/03/12	11/03/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1			\$1,400.00		0.00				
N 3	All	11/04/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----S	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1			\$1,400.00		0.00				
N 4	All	11/05/12	11/05/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$1,400.00		0.00				
N 5	All	11/03/12	11/03/12	News 4 Weekend Sat 7a-9a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1			\$500.00		0.00				
N 6	All	11/01/12	11/02/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	---TF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--		2			\$600.00		0.00				

Order / Rev: 170036  
 Alt Order #:  
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Crossroads GPS NM  
 Product Desc: 1337  
 Estimate: est #1337

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	All	11/01/12	11/02/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	---TF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$500.00			0.00			
N 8	All	11/01/12	11/02/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	---TF--	:30	2	\$350.00	1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$350.00			0.00			
N 9	All	11/05/12	11/05/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	M-----	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$350.00			0.00			
N 10	All	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a	-----S-	:30	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$700.00			0.00			
N 12	All	11/01/12	11/02/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	---TF--	:30	2	\$1,100.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$1,100.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	All	10/29/12-11/04/12	News 4 @ 6p M-F Credited [preempted spots]		M-F 6p-632p	---ThF----	:30	<del>(\$1,100.00)</del>	0.00	NM				
	2	All	10/29/12-11/04/12	News 4 @ 6p M-F Credited [preempted spots]		M-F 6p-632p	---ThF----	:30	<del>(\$1,100.00)</del>	0.00	NM				
N 13	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$1,100.00			0.00			
N 14	All	11/04/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----S	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$1,300.00			0.00			
N 15	All	11/01/12	11/02/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	---TF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$850.00			0.00			
N 16	All	11/05/12	11/05/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	M-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$850.00			0.00			
N 17	All	11/01/12	11/02/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$900.00			0.00			
N 18	All	11/05/12	11/05/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$900.00			0.00			
N 19	All	11/01/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	---TF--	:30	2	\$600.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$600.00			0.00			

Order / Rev: 170036  
 Alt Order #:  
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Crossroads GPS NM  
 Product Desc: 1337  
 Estimate: est #1337

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 19	All	11/01/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	---TF--	:30	2	\$600.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---TF--		2			\$600.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	All	10/29/12-11/04/12	M-F Today Show II 9a		M-F 9a-10a	---ThF----	:30		<del>(\$600.00)</del>		0.00	NM		
	Credited [preempted spots]														
	2	All	10/29/12-11/04/12	M-F Today Show II 9a		M-F 9a-10a	---ThF----	:30		<del>(\$600.00)</del>		0.00	NM		
	Credited [preempted spots]														
N 20	All	11/05/12	11/05/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	M-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$600.00		0.00				
N 21	All	11/01/12	11/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	---TF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---TF--		2			\$850.00		0.00				
N 22	All	11/05/12	11/05/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$850.00		0.00				
N 23	All	11/01/12	11/02/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	---TF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---TF--		2			\$400.00		0.00				
N 24	All	11/05/12	11/05/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$400.00		0.00				
N 25	All	11/01/12	11/02/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	---TF--	:30	2	\$350.00	1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---TF--		2			\$350.00		0.00				
N 26	All	11/05/12	11/05/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	M-----	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$350.00		0.00				
N 27	All	11/01/12	11/02/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	---TF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---TF--		2			\$500.00		0.00				
N 28	All	11/05/12	11/05/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$500.00		0.00				
N 29	All	11/01/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	---TF--	:30	2	\$850.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---TF--		2			\$850.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	All	10/29/12-11/04/12	M-F Today Show		M-F 7a-9a	---ThF----	:30		<del>(\$850.00)</del>		0.00	NM		
	Credited [preempted spots]														
	2	All	10/29/12-11/04/12	M-F Today Show		M-F 7a-9a	---ThF----	:30		<del>(\$850.00)</del>		0.00	NM		
	Credited [preempted spots]														
N 30	All	11/05/12	11/05/12		CM	M-F 7a-9a	M-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00

Order / Rev: 170036  
 Alt Order #:  
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Crossroads GPS NM  
 Product Desc: 1337  
 Estimate: est #1337

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show M-F Today Show														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----		1		\$850.00		0.00				
N31	All	11/01/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p ---TF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	---TF--		2		\$400.00		0.00				
N32	All	11/05/12	11/05/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----		1		\$400.00		0.00				
N33	All	11/04/12	11/04/12	NFL (Sunday) NFL (Sunday)	CM	Su 6p-930p -----S	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	-----S		1		\$6,400.00		0.00				
N34	All	11/01/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p ---TF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	---TF--		2		\$400.00		0.00				
N35	All	11/05/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----		1		\$400.00		0.00				
N36	All	11/01/12	11/02/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p ---TF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	---TF--		2		\$400.00		0.00				
N37	All	11/05/12	11/05/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----		1		\$400.00		0.00				
N38	All	11/01/12	11/01/12	Thursday Prime 2hr 7p-9p Thursday Prime 2hr 7p-9p	CM	Th 7p-9p ---T---	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	---T---		2		\$1,800.00		0.00				
N39	All	11/01/12	11/01/12	Thursday Prime C Thursday Prime C	CM	Th 9p-10p ---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	---T---		1		\$1,800.00		0.00				
N40	All	11/05/12	11/05/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12		11/05/12	11/11/12	M-----		1		\$300.00		0.00				
N41	All	11/04/12	11/04/12	Entertainers Sun 1205a Entertainers Sun 1205a	CM	Su 1205a-105a (11:05 PM-12:05 XM) -----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		10/29/12	11/04/12	-----S		1		\$350.00		0.00				

\*Tax 1 Note: ABQ 7%.

Totals 51 \$42,900.00